Subject: RE: Lynn with a request of Jessica - Small Business Saturday- -Laura Hill,
Date: Monday, October 19, 2015 7:11:57 PM Pacific Daylight Time
From: Lynn Bunim
To: Laura Hill

Laura

Thanks for trying to reach me. I work part-time…ha! Generally during Small Business Saturday "season" I come in at 7 am…so I am able to make calls to the East and leave around 2 pm.

I will be in the office tomorrow most likely till 3PM…and I have no planned calls/meetings. Might you be able to give me a try tomorrow…Tuesday? If you prefer to set a time certain, that works for me too.

It would be great to be able to spend a few short minutes helping you differentiate between the two programs: the Coalition and the Neighborhood Champion program. Plus, I welcome the opportunity to share how they complement one another.

Kindly,
Lynn

From: Laura Hill [mailto:laura@southpark.la]
Sent: Monday, October 19, 2015 4:06 PM
To: Lynn Bunim <lbunim@wipp.org>; Jessica Lall <jessica@southpark.la>; Josh Kreger <josh@southpark.la>
Subject: Re: Lynn with a request of Jessica - Small Business Saturday- -Laura Hill, Jessica Lall and Josh Kreger

Lynn,

Just called, but I must have just missed you. I will call you again tomorrow.

I didn't realize there was another step — looking forward to chatting about the difference between a Neighborhood Champion and joining the coalition. Let's talk through more details over the phone this week. Thanks!

Best
LH

Laura Hill
Communications and Policy Manager

South Park Business Improvement District
Celebrating 10 Years
1333 South Hope St, Los Angeles, CA 90015
laura@southpark.la | o. 213 663 1110 | c. 314 956 4425
Check out our new website: www.southpark.la
fb.com/southparklosangeles | @southparkla
24/7 DISPATCH: 866-560-9346

From: Lynn Bunim <lbunim@wipp.org>
Date: Monday, October 19, 2015 9:43 AM
To: Laura Hill <laura@southpark.la>, Jessica Lall <Jessica@Southpark.La>, Josh Kreger <josh@southpark.la>
Subject: Lynn with a request of Jessica - Small Business Saturday- -Laura Hill, Jessica Lall and Josh Kreger

Jessica and Josh
Many thanks for your email below. **I remain hopeful you will participate in both of the Small Business Saturday programs.** I know you joined the Neighborhood Champion program already. To receive the communications

you can use for the next six weeks, please join the Coalition…..today!
The **Small Business Saturday Coalition** helps organizations to amplify the shop small message in the community. We the **Coalition** will be sharing news and information with you throughout the fall to help you understand and amplify how merchants, consumers and communities can engage in support of local small businesses on Small Business Saturday. We stand by to help support as much as possible to navigate all of the amazing resources that are available in an effort to make Small Business Saturday 2015 the biggest ever! **You may use this link to sign up for the Small Business Saturday Coalition: http://wipp.force.com/SmallBusinessSaturday.**

Kindly,
Lynn

From: Laura Hill [mailto:laura@southpark.la]
Sent: Monday, October 19, 2015 9:26 AM
To: Lynn Bunim <lbunim@wipp.org>; Jessica Lall <jessica@southpark.la>; Josh Kreger <josh@southpark.la>
Subject: Re: Time Sensitive follow up Small Business Saturday- -Laura Hill, Jessica Lall and Josh Kreger

Lynn,

We were approved to be a Neighborhood Champion – we received that confirmation email late last week.

On the call, you mentioned that as a Champion we would receive a welcome package of sorts with bags and other SWAG for our businesses. Otherwise, nothing was promised for us. We really just had a quick call about the logistics of signing up to be a neighborhood champion and what some other organizations have done in the past as a neighborhood champion.

Hope that helps. Thank you for checking in.

Best,
LH

Laura Hill
Communications and Policy Manager

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From: Lynn Bunim <lbunim@wipp.org>
Date: Friday, October 16, 2015 3:57 PM
To: Laura Hill <laura@southpark.la>, Jessica Lall <Jessica@Southpark.La>, Josh Kreger <josh@southpark.la>
Cc: Lynn Bunim <lbunim@wipp.org>
Subject: Time Sensitive follow up Small Business Saturday- -Laura Hill, Jessica Lall and Josh Kreger

Laura
Josh

I am mortified. I cannot find my notes from our call on Wednesday . Add to that I have touched more than 100 groups by email/phone since we spoke.

So, forgive me for asking…at the end of our call…where did we leave things/what did we agree would be our next steps?

This question took on new importance when we spoke with several other members of the LA City small

business teams a few minutes ago…and they all said it would be best for us to work through the BIDs to get traction down to the local merchants associations and the small business retailers.

I worry that I committed to give you something and have not delivered. I also wonder if at one time you sent me a list of all the bids and I have misplaced an email.

Many thanks for bailing me out.

Kindly,
Lynn

From: Laura Hill [mailto:laura@southpark.la]
Sent: Monday, October 05, 2015 1:32 PM
To: Lynn Bunim <lbunim@wipp.org>; Jessica Lall <jessica@southpark.la>; Josh Kreger <josh@southpark.la>
Subject: Re: Small Business Saturday November 28, 2015 - Southpark LA - Jessica Lall and Josh Kreger

Hi Lynn,

Thank you very much for your patience, and pleasure to e-meet you. Looking forward to a proper introduction in the near future!

Are you available to meet the week of October 12? That Monday, 10/12 and Wednesday 10/14 are open for Josh and I in the morning and early afternoon. Let me know if you are able to make either of those days work. We would be happy to host you at the South Park BID office at 1333 S. Hope St.

I connected with one of your colleagues at the International Downtown Association conference last week. She shared a lot of great information about Small Business Saturday and I am looking forward to chatting about ways bring it to South Park in 2015!

All my best,
LH

Laura Hill
Communications and Policy Manager

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From: Lynn Bunim <lbunim@wipp.org>
Date: Wednesday, September 30, 2015 4:34 PM
To: Jessica Lall <Jessica@Southpark.La>, Josh Kreger <josh@southpark.la>, Laura Hill <laura@southpark.la>
Subject: Small Business Saturday November 28, 2015 - Southpark LA - Jessica Lall and Josh Kreger

Josh,
Laura

Let's plan to connect when you return from your meeting.

It would be preferable to connect on Wednesday or Thursday, as I will be out of the office on Mon/Tues.

I work in CA generally Mon-Thurs – 7:30am – 12:30pm…but in reality I am always on….so name some times and I will do my best to accommodate your availability.

Kindly,
Lynn

From: Jessica Lall [mailto:jessica@southpark.la]
Sent: Wednesday, September 30, 2015 12:25 PM
To: Josh Kreger <josh@southpark.la>; Lynn Bunim <lbunim@wipp.org>; Laura Hill <laura@southpark.la>
Subject: FW: Small Business Saturday November 28, 2015

Josh and Laura – meet Lynn, organizer of Small Business Saturday. This is a great opportunity for our businesses – can you please reach out and see how the SPBID can work with them?

Lynn – Josh is our new Director of Real Estate & Planning for the SPBID and Laura Hill is our Communications & Policy Manager. They can both assist with outreach to our businesses and promotion within South Park. Just a note, we are all at a huge BID Conference in SF, so they may not be able to connect until early next week.

Thanks in advance – we look forward to working with you!

Best,

Jessica Lall
South Park BID
Celebrating 10 Years
o. 213 663 1112
c. 213 820 0837

24/7: 866 560 9346

From: Jessica Lall <jessica@southpark.la>
Date: Wednesday, September 30, 2015 at 12:21 PM
Cc: "lbunim@wipp.org" <lbunim@wipp.org>
Subject: Small Business Saturday November 28, 2015

Dear LA BID Consortium -

I mentioned this, but wanted to formally introduce you all to Lynn Bunim, who is working to put on Small Business Saturday on November 28. As you know, this is a great way for us to get involved and support our businesses.

I'm attaching and forwarding all relevant info – please reach out to Lynn for more info on how to get involved.

All my best,

Jessica Lall
Executive Director

South Park Business Improvement District
Celebrating 10 Years
1333 South Hope St, Los Angeles, CA 90015
jessica@southpark.la | o. 213 663 1112 | c. 213 820 0837
www.southpark.la | fb.com/southparklosangeles | @southparkla
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From: Lynn Bunim <lbunim@wipp.org>

Date: Wednesday, September 9, 2015 at 12:56 PM
To: Jessica Lall <jessica@southpark.la>
Cc: Jason Lalak <jlalak@wipp.org>
Subject: Lynn Bunim - sending information for your meeting tomorrow re: Small Business Saturday 2015

Jessica

I am VERY appreciative of your offer to hand out information related to Small Business Saturday 2015 for your meeting tomorrow. I assembled this package/email hoping that you will be able to introduce the Small Business Saturday Coalition, offer handouts for attendees, and maybe use this email to follow up, etc. **I will gladly take any/all questions at: lbunim@wipp.org; 415.434.4314 (OFC); 415.350.7031 (CELL).**

- A standalone Small Business Saturday 2015 Overview that you could either print/hand out or send in an email along with the attachments
- Small Business Saturday 2015 Fact Sheet - either hand out or send in an email along with the other attachments
- Small Business Saturday 2015 Coalition invite – either hand out or send in an email this letter. We use it to recruit new organizations. We would be glad to send the letter to any/all organizations referred to us. The BIDs may use the letter themselves to join to the Coalition.

Small Business Saturday 2015 Overview

Small Business Saturday takes place the day after Black Friday. Over the past five years it has grown into a national movement to shine the light on small businesses around the county. Where it is most successful in helping businesses grow their revenues over this key weekend, public/private coalitions of small business leaders have come together to provide coordination and leadership. Click here to learn more about Small Business Saturday: https://www.americanexpress.com/us/small-business/shop-small/rally?linknav=us-open-shopsmall-home-Hero-LearnMore-R1. Also, please take a look at the attached document: SBS 2015 Small Business Saturday 2015 Fact Sheet.

We seek the opportunity to work with the BIDS in Los Angeles.
Small Business Saturday has two components: the Small Business Saturday Coalition and the Neighborhood Champion Program. Below is an explanation of Small Business Saturday's two complementary components. It is best to sign up for both parts! **After you have read/digested materials Jessica shared, please let me know if you would like to connect live.**

- The **Small Business Saturday** helps organizations to amplify the shop small message in the community. We the **Coalition** will be sharing news and information with you throughout the fall to help you understand and amplify how merchants, consumers and communities can engage in support of local small businesses on Small Business Saturday. We stand by to help support as much as possible to navigate all of the amazing resources that are available in an effort to make Small Business Saturday 2015 the biggest ever! **You may use this link to sign up for the Small Business Saturday Coalition: http://wipp.force.com/SmallBusinessSaturday.** To learn how we recruit new Coalition members please read the attachment: SBS 2015 Coalition initial invite.
- The **Neighborhood Champion program** provides the tools for communities to host events on Small Business Saturday. **To sign up to rally your neighborhood as a Neighborhood Champion, please visit: www.ShopSmall.com . Next click on Rally your Neighborhood** As a Neighborhood Champion you will be able to help rally your neighborhood by:

  - Using your Small Business Saturday Event Kit with Shop Small® merchandise to

support the event you plan for your community. (includes shopping bags, balloons, and other promotional items). The Small Business Saturday Event Kits are available while supplies last. See full Terms of Participation for more details.

- ✍ Encouraging your customers and local neighbors to Shop Small in your community on Small Business Saturday
  - ? Taking a leadership role in organizing a local event to get your community excited about the day (street fairs, shopping shuttles). For starters, check out shopsmall.com/rally. Here are two of the most popular neighborhood events from last year.
    - ? **Passport Program: Inspired by Pure Detroit, MI**

      This small business found a way to get more shoppers into more businesses with the "Small Business Saturday Passport." Host a passport event in your community. How They Did It
    - ? **Scavenger Hunt: Inspired by Belair-Edison Neighborhoods, Inc., MD**

      This organization encouraged people to visit more local small businesses by creating a Scavenger Hunt on the day. Set the course for one in your neighborhood. How They Did It

Lastly, below is general information about Small Business Saturday 2015.

GENERAL INFORMATION ABOUT SMALL BUSINESS SATURDAY 2015

Small Business Saturday has become a permanent fixture on the holiday shopping calendar. This year, on November 28th, we hope that you will stand up to be counted among the hundreds of organizations supporting small businesses across the country.

We invite you to support the effort by joining the Small Business Saturday Coalition, the national grassroots effort supporting the campaign. As a member of the Coalition you will have access to special communications tools and be listed on www.ShopSmall.com.

To join, sign up here: http://wipp.force.com/SmallBusinessSaturday. **Through this link you will provide us with the information we need to help connect you and highlight you in supporting the effort.We ask that you complete this application as soon as possible.**

Your involvement is crucial to Small Business Saturday's success. Last year the Coalition and its members helped achieve incredible results:

- A remarkable 67 percent of American surveyed said they were aware of Small Business Saturday.
  - ? Those consumers who were aware of Small Business Saturday spent a total of $14.3 billion with independent merchants on the day.
  - ? Nearly 3,000 Neighborhood Champions around the country rallied local businesses and created events and activities in their communities.
  - ? More than 610,000 free online tools and materials were accessed by small business owners on shopsmall.com to help get the word out about Small Business Saturday.
  - ? On Nov 29, 2014 alone, more than 126,000 tweets were sent in support of the initiative, many using the hashtags #SmallBizSat and #ShopSmall, a 10% increase from the previous year

Warmly,
Lynn

Lynn Bunim
Director
Small Business Saturday
lbunim@wipp.org; 415.434.4314